

# TRADEMARK ASSIGNMENT

Electronic Version v1.1  
 Stylesheet Version v1.1

|                                                                                      |                           |                         |                            |
|--------------------------------------------------------------------------------------|---------------------------|-------------------------|----------------------------|
| SUBMISSION TYPE:                                                                     | NEW ASSIGNMENT            |                         |                            |
| NATURE OF CONVEYANCE:                                                                | RELEASE BY SECURED PARTY  |                         |                            |
| CONVEYING PARTY DATA                                                                 |                           |                         |                            |
| Name                                                                                 | Formerly                  | Execution Date          | Entity Type                |
| Wells Fargo Bank, National Association, as Collateral Agent                          |                           | 07/01/2010              | Association: UNITED STATES |
| RECEIVING PARTY DATA                                                                 |                           |                         |                            |
| Name:                                                                                | Donnelley Marketing, Inc. |                         |                            |
| Street Address:                                                                      | 5711 S 86th Circle        |                         |                            |
| City:                                                                                | Omaha                     |                         |                            |
| State/Country:                                                                       | NEBRASKA                  |                         |                            |
| Postal Code:                                                                         | 68127                     |                         |                            |
| Entity Type:                                                                         | CORPORATION: DELAWARE     |                         |                            |
| PROPERTY NUMBERS Total: 9                                                            |                           |                         |                            |
| Property Type                                                                        | Number                    | Word Mark               |                            |
| Registration Number:                                                                 | 1491421                   | "CHAINING"              |                            |
| Registration Number:                                                                 | 1882436                   | DATABASE AMERICA        |                            |
| Registration Number:                                                                 | 2098420                   | DATABASE LINK           |                            |
| Registration Number:                                                                 | 2093781                   | MAP & MAIL              |                            |
| Registration Number:                                                                 | 2220461                   | MARKETZONE              |                            |
| Registration Number:                                                                 | 243081                    | MOTOR REGISTRATION NEWS |                            |
| Registration Number:                                                                 | 1806835                   | PRESORT NAMEBANK        |                            |
| Serial Number:                                                                       | 78246291                  | DONNELLEY DIRECT MAIL   |                            |
| Serial Number:                                                                       | 76254964                  | INFOCONNECTDM           |                            |
| CORRESPONDENCE DATA                                                                  |                           |                         |                            |
| Fax Number:                                                                          | (202)408-3141             |                         |                            |
| <i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i> |                           |                         |                            |
| Phone:                                                                               | 800-927-9801 x2348        |                         |                            |
| Email:                                                                               | jpaterso@cscinfo.com      |                         |                            |

CH \$240.00 1491421

900167505

TRADEMARK  
 REEL: 004246 FRAME: 0367

Correspondent Name: Corporation Service Company  
Address Line 1: 1090 Vermont Avenue NW, Suite 430  
Address Line 4: Washington, DISTRICT OF COLUMBIA 20005

ATTORNEY DOCKET NUMBER: 453575-40

NAME OF SUBMITTER: Jean Paterson

Signature: /jep/

Date: 07/21/2010

**Total Attachments: 5**

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## **PATENT AND TRADEMARK RELEASE AND REASSIGNMENT**

THIS PATENT AND TRADEMARK RELEASE AND REASSIGNMENT is effective as of July 1, 2010, by WELLS FARGO BANK, NATIONAL ASSOCIATION, as Collateral Agent ("Wells Fargo").

### **WITNESSETH:**

WHEREAS, Wells Fargo and Donnelley Marketing, Inc., a Delaware corporation ("Donnelley"), are parties to that certain Security Agreement dated as of March 25, 2004 (the "Security Agreement"), pursuant to which Donnelley granted a security interest to Wells Fargo in the Collateral (as defined in the Security Agreement) as security for certain obligations owing by Donnelley to Wells Fargo, including, without limitation, the Patents (as defined in the Security Agreement) (and intellectual property relating to same) set forth on Exhibit A hereto and the Trademarks (as defined in the Security Agreement) (and intellectual property relating to same) set forth on Exhibit B hereto; and

WHEREAS, in conjunction with the security interest granted to Wells Fargo under the Security Agreement, Wells Fargo and Donnelley entered into that certain Grant of Security Interest in United States Trademarks and Patents, dated as of March 25, 2004 (the "Grant of Security Interest"), pursuant to which Donnelley granted a security interest in (i) all of Donnelley's rights, title, and interest in and to the United States patents and patent applications (the "Patents") as set forth on Exhibit A attached hereto, and (ii) all of Donnelley's right, title, and interest in and to the United States trademarks, trademark registrations and trademark applications (the "Trademarks") set forth on Exhibit B attached hereto, in each case together with (iii) all proceeds and products of the Patents and Trademarks (as defined in the Grant of Security Interest), (iv) the goodwill of the business with which the Trademarks are associated, and (v) all causes of action arising prior to or after the date of the Grant of Security Interest for infringement of any of the Patents and Trademarks or unfair competition regarding the same and all damages awarded therefrom.

WHEREAS, the Grant of Security Interest, as applicable to the Trademarks, was recorded in the Assignment Division of the United States Patent and Trademark Office on April 9, 2004, at Reel 002826, Frame 0385; and

WHEREAS, Donnelley has requested that Wells Fargo release its security interest in the Patent and Trademark Collateral subject to the Security Agreement and release the security interest granted pursuant to the Grant of Security Interest;

NOW THEREFORE, for good and valuable consideration, receipt and sufficiency of which are hereby acknowledged:

2. Subject to other security interests granted by Donnelley to other financial institutions, Wells Fargo hereby reassigns, grants and conveys to Donnelley, without any representation, warranty, recourse or undertaking by Wells Fargo, all of Wells Fargo's right, title and interest in and to the Patent and Trademark Collateral, including without limitation the Patent registrations referred to in Exhibit A and the Trademark registrations referred to in Exhibit B annexed hereto and the goodwill of Donnelley's business connected with the use of and symbolized by the Patent and Trademark Collateral.

**WELLS FARGO BANK, NATIONAL  
ASSOCIATION**

By:

Name: Jesse Mason

**Title:** Assistant Vice President

[illegible]

This instrument was acknowledged before me on this 15 day of JULY, 2010, by Jesse Mason, who is Assistant Vice President to Wells Fargo Bank, National Association, on behalf of said national bank.

Notary Public for

My commission expires:

fb.us.5373853.02



**Exhibit A**

DONNELLEY MARKETING, INC.

UNITED STATES PATENT REGISTRATIONS

**NONE.**

## Exhibit B

DONNELLEY MARKETING, INC.

### UNITED STATES TRADEMARK REGISTRATIONS

| MARK                    | REG. NO.  | REG. DATE  |
|-------------------------|-----------|------------|
| "CHAINING"              | 1,491,421 | 6/7/1988   |
| DATABASE AMERICA        | 1,882,436 | 3/7/1995   |
| DATABASE LINK           | 2,098,420 | 9/16/1997  |
| MAP & MAIL              | 2,093,781 | 9/2/1997   |
| MARKETZONE              | 2,220,461 | 1/26/1999  |
| MOTOR REGISTRATION NEWS | 243,081   | 6/12/1928  |
| PRESORT NAMEBANK        | 1,806,835 | 11/23/1993 |

### UNITED STATES TRADEMARK APPLICATIONS

| MARK                  | APPLN. NO. | APPLN. DATE |
|-----------------------|------------|-------------|
| DONNELLEY DIRECT MAIL | 78/246,291 | 5/6/2003    |
| INFOCONNECTDM         | 76/254,964 | 5/10/2001   |